



Creative application of the brand – quality checklist

To be completed before artwork is finalised by project lead/with lead designer

Project name:		Agency name:		Checked and approved by:	
Outline specification:		Designer name:			
Unique FRN ref no.		Date (checked):			

Our brand identity symbolises the values, strengths and reputation of the University. Please use this checklist to ensure the creative articulation of the brand is right every time. This should be completed before you publish/print design work. Think [‘a world beyond ordinary’](#).

Branding and creative brief	
Copy aligned with the brand idea and key messages	<input type="checkbox"/>
Proof points included to substantiate claims	<input type="checkbox"/>
Design meets the original brief and supports your objective	<input type="checkbox"/>

Logo application	
Correct version of logo used. For example: primary, mono, bleed, etc	<input type="checkbox"/>
Partner logo position checked	<input type="checkbox"/>
Clarity and sharpness of logo is checked (for print and/or digital)	<input type="checkbox"/>
Exclusion zone correct	<input type="checkbox"/>

Colour application – do the colours used adhere to brand guidelines?			
Primary blues applied correctly	<input type="checkbox"/>	Applies 80/20 colour rule	<input type="checkbox"/>
Permitted graduated tint [faculty]	<input type="checkbox"/>	Uses brand colour palette only	<input type="checkbox"/>
Colours work well with images	<input type="checkbox"/>	Graduated tints applied correctly	<input type="checkbox"/>

Design elements			
Keyline cut-outs applied well	<input type="checkbox"/>	Hierarchy – elements are presented in the right order	<input type="checkbox"/>
Keyline profile/weight checked	<input type="checkbox"/>	Tables and charts fit to guidance	<input type="checkbox"/>
Elements appropriate to theme	<input type="checkbox"/>	Social media icons added	<input type="checkbox"/>
Icons used correctly	<input type="checkbox"/>		

Written content and style – does it fulfil the project / audience requirements?			
Adheres to our tone of voice	<input type="checkbox"/>	Accessibility statement incl. 14pt	<input type="checkbox"/>
Used from other [related] source	<input type="checkbox"/>	Fact boxes up-to-date figures	<input type="checkbox"/>
Content correct for medium	<input type="checkbox"/>	Conforms to house style guide	<input type="checkbox"/>

Typography – is there consistency and legibility for all typographic			
Primary fonts used correctly	<input type="checkbox"/>	Weight of font correct for theme	<input type="checkbox"/>
Arvo applied as secondary only	<input type="checkbox"/>	Bullet points correct scale/square	<input type="checkbox"/>
Font sizes have consistent hierarchy	<input type="checkbox"/>	All text is legible (good contrast)	<input type="checkbox"/>

Imagery – photographs and graphic illustrations			
Lead image has ‘blue’ dominance	<input type="checkbox"/>	Images are high resolution/sharp	<input type="checkbox"/>
Images reflect global, authentic, dynamic and diverse	<input type="checkbox"/>	Relevant/they tell the story	<input type="checkbox"/>
		Good crops and compositions	<input type="checkbox"/>

Proofing – final quality checks			
URN in small print bottom right	<input type="checkbox"/>	UoN disclaimer applied	<input type="checkbox"/>
Spell checked throughout	<input type="checkbox"/>	Conforms to accessibility rules	<input type="checkbox"/>
[Refs to] page numbers correct	<input type="checkbox"/>	Version control checked	<input type="checkbox"/>
URLs work and style-checked	<input type="checkbox"/>	FSC logo space allocated	<input type="checkbox"/>
Copyright detail added	<input type="checkbox"/>	Print/publication date added	<input type="checkbox"/>

Technical specs – pre-flight checks			
Bleed/Crop marks/Screen/DPI	<input type="checkbox"/>	Die cutter/Spot UV / foil layer checked (if needed for product)	<input type="checkbox"/>
All pics/logos correct resolution	<input type="checkbox"/>	Accessibility tags on web PDF	<input type="checkbox"/>
[CMYK/high res] links included	<input type="checkbox"/>	Artwork packaged correctly	<input type="checkbox"/>

Additional notes on product requirements	
	<input type="checkbox"/>